

AIR QUALITY PUBLIC EDUCATION AND OUTREACH STRATEGY UPDATE

**Community Advisory Council
September 27, 2019**

ACTION REQUESTED

No action is requested at this time. This agenda item is for informational purposes only.

- Air quality public education and outreach strategy update

PREVIOUS ACTION

The council has received previous updates on this agenda item.

BACKGROUND

NOACA has worked with Markey Group over the past two years to develop:

1. Air Quality Public Education and Outreach Strategy

- Goals, objectives, metrics, and action
- Will guide implementation of NOACA's Regional Strategic Plan and help bring the region into compliance with EPA's National Ambient Air Quality Standards (NAAQS)

2. Communication Plan

- How NOACA will use communication tools to support the strategy



BACKGROUND

PUBLIC EDUCATION AND OUTREACH STRATEGY MISSION STATEMENT:

NOACA will educate the community about the region's air quality challenges and the linkages among air quality, transportation, land use and public health.

NOACA will empower individuals and organizations to improve air quality, in particular through increased use of alternate transportation modes.

NOACA will advocate for public policies that provide greater transportation choice, reduce mobile emissions, benefit public health, create economic opportunity and enhance quality of life in Northeast Ohio.



BACKGROUND

Markey Group and NOACA staff have obtained input via:

- Public focus groups and meetings
- Market feedback tools (informal surveys)
- Market research
- NOACA subcommittee and advisory council meetings
 - Community Advisory Council input requested in December 2017 regarding:
 - What role can community organizations, like yours, play in NOACA's air quality strategy?
 - How can community organizations help publicize/distribute an air quality survey to the public?

BACKGROUND

Consultant submitted semi-final versions of both documents earlier this year

Both documents underwent extensive peer review

PEER REVIEW



BACKGROUND

Strategy Document Outline – Action Plan

Goal #1: Increase awareness of the air quality challenge in Northeast Ohio

- Promote awareness of air quality challenge in Northeast Ohio
- Measure Northeast Ohio resident awareness of air quality challenge

BACKGROUND

Goal #2: Educate the community on the causes and potential solutions for the air quality challenge in Northeast Ohio

- Implement education campaigns to foster conviction, develop skills, provide role modeling opportunities, and promote behavior change
- Establish NOACA as a leading resource for air quality information and guidance in Northeast Ohio

BACKGROUND

Goal #3: Empower employers, healthcare providers, and educational institutions with resources to be air quality champions

- Promote Gohio Commute and Commuter Choice Awards as employer/employee transportation strategies
- Pilot consulting support for local employers with local transportation management needs
- Develop and/or adapt content (brochures, videos, fact sheets) for healthcare providers and education institutions to distribute. Content should tell the reader why clean air is important and what they can do to help clean the air
- Meet regularly with hospital, healthcare, and school leaders to share content, encourage distribution and address concerns

BACKGROUND

Goal #4: Promote a culture at NOACA that better integrates air quality with other programs

- Further develop a culture that promotes air quality at NOACA, so that NOACA can be a leader in role modeling good clean air behaviors

BACKGROUND

Goal #5: Promote strategies outside of NOACA to change transportation and infrastructure policy and increase clean air funding

- Plant the seeds for a potential future public-private partnership
- Provide data to support the case for increased funding for expanded alternative transportation infrastructure
- Drive down the single occupancy vehicle rate by eliminating the barrier “Action for cleaner air is not convenient for me”
- Pursue transportation reform by educating and collaborating with city, regional, state, and federal government agencies and programs

BACKGROUND

DRAFT COMMUNICATION PLAN

Audiences:

- General public
- Businesses and organizations (employers, healthcare providers, religious and civic institutions, and schools)
- Media
- NOACA staff and board
- Government leaders/elected officials

**WHO
IS YOUR
AUDIENCE**



BACKGROUND

BEST OPPORTUNITIES FOR NOACA TO REACH AUDIENCES:

- Owned media (website, NOACA social media channels, email, and blogs)
- Earned media (conferences, media relations)
- Paid media (social media and paid ads)
- Partnerships (collaborating with other organizations, sponsorships)



BACKGROUND

RECOMMENDED TYPES OF PAID ADVERTISING:

- Social media ads (Facebook, YouTube, Instagram, Twitter)
- Search engine optimization (SEO)
- Radio ads
- Print advertising (newspaper, magazines, etc.)
- Television (if budget allows)



BACKGROUND

COMMUNICATION PLAN – KEY POINTS

- Create a content calendar to coordinate messaging
- Customize content for different audiences
- Partner with others for cost-effective opportunities
- Create budget for paid ads and work with a media firm for content and ad placement
- Create sequential content (immediate, mid-term, and long range) to help the public understand and take action on air quality information



BACKGROUND

Specialized Mobility Search Function in Gohio Commute

- Additional functionality within Gohio Commute platform
- Will provide quick and easy search for specialized mobility providers, focusing on audience of seniors, individuals with disabilities and their families/caregivers
- Search by need criteria

Current Status

- Partnering with MORPC, amending contract with RideAmigos
- Version for testing environment took place in February 2019
- NOACA staff collected detailed specialized transportation provider information
- RideAmigos currently uploading information
- Site testing to begin soon

NEXT STEPS

Advisory Council input and assistance requested regarding:

- Survey community to create a user-friendly definition of clean air and measure air quality awareness
- Identify community specific strategies for the most effective distribution of information
- Identify potential candidates to implement idle reduction education
- Identify potential candidates to assist with promotion of Gohio Commute – specialized mobility feature – and intermittent challenges
- Identify potential candidates to participate in the annual Commuter Choice Awards
- Identify the best way to disseminate Air Quality Advisories and promote positive actions to take on ozone action days

NEXT STEPS

- Begin implementation of the Air Quality Public Education and Outreach Strategy and Communication Plan
- Update Community Advisory Council on progress as needed

**NORTHEAST
OHIO**

Lake
Geauga
Cuyahoga
Lorain
Medina

**AREAWIDE
COORDINATING
AGENCY**

NOACA: Planning For Greater Cleveland

NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

